

BLM LIBRARY

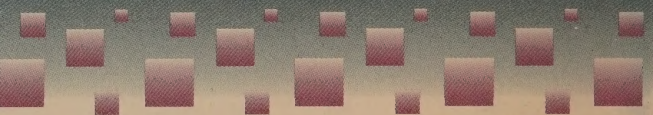


88079954

IMPROVING  
*the*  
QUALITY  
*of*  
OUR SERVICE

BLM Library  
Denver Federal Center  
Bldg. 50, OC-521  
P.O. Box 25047  
Denver, CO 80225

BLM'S Customer  
Satisfaction Report



## Information Access Centers

Central locations where our customers may obtain information and products.

**You will be greeted and your request will be acknowledged within 5 minutes of your arrival.**

**97%** of our information access customers were greeted within 5 minutes upon their arrival.

**You will receive the most current and accurate information about the public lands that we have available to the public.**

**You will receive available information within 30 minutes of your in-person request. We will respond to your telephone or written requests within 5 business days.**


**97%** of the information access customers received their information within 30 minutes of their in-person request.

**77%** of the information access customers received a response to a telephone or written request within 5 business days.

## Uses Requiring Authorization

Grazing permits, mineral leases, and rights-of-way that require prior written approval.

The survey showed that the customers concerned with obtaining authorizations for public lands had a variety of experiences. Figure 2 shows the levels of satisfaction for the six subcategories of use authorizations.





## Information Access Centers

Central locations where our customers may obtain information and products.

**You will be greeted and your request will be acknowledged within 5 minutes of your arrival.**

**97%** of our information access customers were greeted within 5 minutes upon their arrival.

**You will receive the most current and accurate information about the public lands that we have available to the public.**

**You will receive available information within 30 minutes of your in-person request. We will respond to your telephone or written requests within 5 business days.**

**97%** of the information access customers received their information within 30 minutes of their in-person request.

**77%** of the information access customers received a response to a telephone or written request within 5 business days.

## Uses Requiring Authorization

Grazing permits, mineral leases, and rights-of-way that require prior written approval.

The survey showed that the customers concerned with obtaining authorizations for public lands had a variety of experiences. Figure 2 shows the levels of satisfaction for the six subcategories of use authorizations.

## Casual Uses of Lands, Facilities, and Developed Sites

Use of campgrounds, visitor centers, developed trails, and other facilities.

**You will be provided with well-designed and maintained facilities.**

**You will receive complete and up-to-date information on the requested site.**

**77%** of the customers were satisfied with BLM's facilities and developed sites.

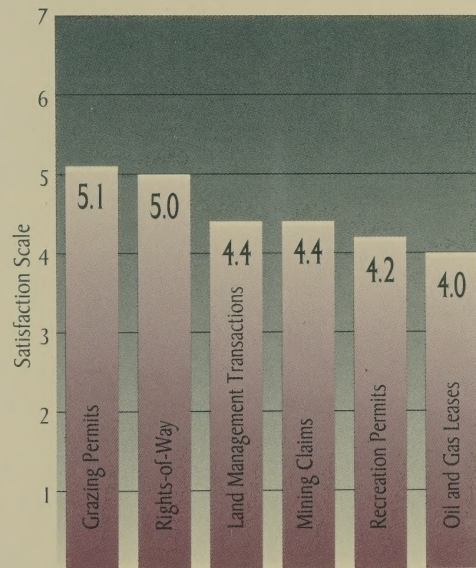


Figure 2. Use Authorization Customer Satisfaction by Category

## Compliance and Enforcement

Enforcement of requirements, regulations, and laws governing leases, permits, grants, and other uses of lands and resources.

**You will be advised of the requirements for the proper use of public lands and resources.**

**You will be given the information you need regarding the applicable BLM compliance and enforcement process, expected timeframes, and reporting requirements and responsibilities.**

**You will be treated fairly under laws and regulations.**

**74%** of the customers were satisfied with the way the BLM explained the terms and conditions of the permit or authorization.

**55%** of the customers were satisfied that the BLM was ensuring fair and consistent policies for all applicants, grantees, and permittees.

## Public Policy Involvement Opportunities

Opportunities for our customers to be involved in BLM's planning process and our management of resources.

**You will be provided with the opportunity to tell us how you think publicly owned resources should be managed.**

**As we develop plans and regulations or other requirements for the use of public resources, you will be asked for your ideas.**

**You will be given adequate time to make your comments and suggestions.**

**56%** of the customers were satisfied with the BLM getting public input into deciding how the land will be used.

## How Well Are We Managing The Public Lands?

The survey results also indicate that our day-to-day customers are concerned with BLM's management of the public lands:

**50%** were satisfied that BLM balances local and national priorities when interpreting laws and policies.

**57%** were satisfied that BLM balances environmental needs with applicants' needs.

**56%** were satisfied that BLM balances the needs of multiple users.

## Where Do We Go From Here?

BLM's first national customer survey provided a valuable starting point in establishing a baseline that will help us determine how we can provide better service and meet the diverse challenges of the future. We will consider all customer comments and suggestions as we make changes to improve our products, procedures, and services, and refine our customer service standards. And while comments and suggestions are welcome at any time, BLM will also continue to provide opportunities for customers to evaluate our performance.

BLM will be forming action planning teams of employees and customers to fully analyze and chart improvement opportunities over the next year. Once improvement measures have been implemented, we will again ask customers for their help to see if we have improved in the areas they identified. By providing quality customer service and working together with our customers, we can ensure that our mission to maintain the health and productivity of the public lands is fulfilled in the most efficient, effective way possible.



## BLM's Commitment


The Bureau of Land Management (BLM) is committed to improving the quality of service we provide to our customers. As part of this commitment, BLM developed a customer service plan in 1994 that includes several customer service standards. The standards were established to help us determine whether we are meeting our customers' needs and expectations.

Customer feedback is a vital component of BLM's commitment. We must rely on our customers to tell us how we are doing, whether we are providing the services they want, and whether we are providing those services in the best possible way. During June and July 1995, we conducted our first national survey of customers to determine their level of satisfaction with the services they have received. The results of the survey will help us determine whether we are meeting the standards established in our customer service plan.

## Customer Satisfaction Survey

BLM's survey was conducted with a random sample of over 7,000 customers. The customers were grouped according to the products or services they receive most often from BLM: information access, recreation and education, and use authorization. These groups encompass the vast majority of BLM's day-to-day customers.

The survey asked customers a variety of questions in different categories. Customers rated their experiences with BLM on a scale of 1 to 7, with 1 meaning "needs major improvement," and 7 meaning "excellent."



ID: 88079954

HD216 .I47 1995

# Did We Meet Our Customer Service Standards?

Overall, the information access customers indicated the highest level of satisfaction with BLM, followed by recreation and education customers, then use authorization customers, as shown in Figure 1. Levels of satisfaction within individual categories of questions varied—some were favorable and some showed where improvements were needed.

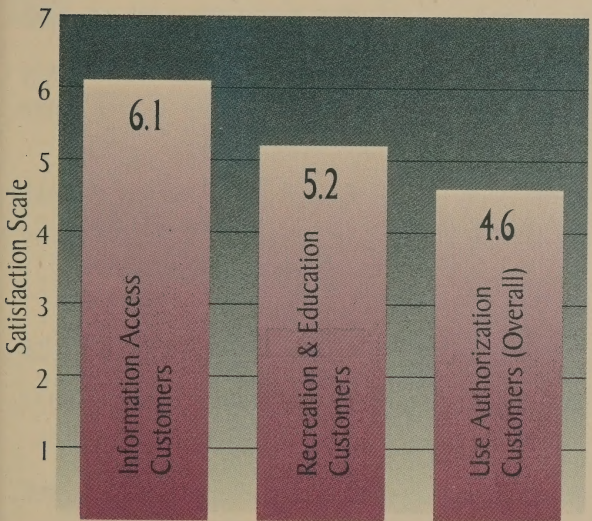


Figure 1. Overall Satisfaction of BLM Customers

Where possible, the survey results are grouped according to the categories of customer service standards in BLM's customer service plan. The percentages given reflect the number of responses that were 5 ("satisfactory") or higher. The complete results can be seen in the companion "Customer Survey Report," which is available upon request.

# For Further Information

Complete results of BLM's customer survey are available in the companion "Customer Survey Report." The report can be obtained by contacting:

Agnes Sutphin or J. Kerwyn Keith  
Bureau of Land Management  
Washington Office Headquarters  
Mail Stop 1000-LS  
1849 C Street, NW  
Washington, DC 20240

Phone: (202) 452-5155  
Fax: (202) 452-5171

Internet: DOI's customer service home page  
[http://www.usgs.gov/ien/doi\\_cust.html](http://www.usgs.gov/ien/doi_cust.html)

[asutphin@wo0033wp.wo.blm.gov](mailto:asutphin@wo0033wp.wo.blm.gov)  
[jkeith@wo0033wp.wo.blm.gov](mailto:jkeith@wo0033wp.wo.blm.gov)

The results in this report are based on responses received from a mail survey of eight BLM customer groups. The customers were grouped according to products or services they receive most often from BLM: 1) information access, 2) casual use of BLM lands, 3) grazing permits and leases, 4) recreational permits, 5) land management transactions, 6) rights-of-way grants, 7) oil and gas leases, and 8) mining claims. These eight groups do not necessarily represent the total BLM customer population, and the responses reported have not been adjusted to reflect customer group incidence in the BLM customer population.



U.S. Department of the Interior  
Bureau of Land Management